Table 4
TITL #38 Tar Data Lower Than PM Advertised Values

		PTL 1995 Year Average	Tar Specs	Advertised Tar	TITL Market Sample #37	TITL Market Sample #38	TITL Market Sample #38 Rounded
	Basic KFSP	16.0	16	16	15.5	15.2	15
	Basic Menthol KFMSP	15.9	16	16	14.9	14.9	15
	Basic Menthol 100's 100FMSP	15.9	16	16	14.9	15.1	15
	Basic Lights KFSP	10.9	11	11	10.1	10.0	10
	Basic Menthol Lights KFMSP	10.9	11	11	10.1	10.3	10
	Basic Lights 100's 100FSP	11.0	11	11	10.0	10.4	10
	Basic Menthol Lights 100's 100FMSP	11.1	11	11	9.9	10.0	10
#	Basic Ultra Lights KFSP	6.1	6	6	5.2	5.3	5
	Benson & Hedges 100's 100FHP	16.0	16	16	15.1	15.4	15
	Benson & Hedges 100's Menthol 100FMHP	15.9	16	16	15.3	15.1	15
	Benson & Hedges Special Kings Lights KFHP	N/A	12	12	11.4	11.3	11
	Benson & Hedges Special Kings Lights KFMHP	N/A	13	13	12.3	12.4	12
	B & H Multifilter KFSP	10.8	11	11	10.6	10.1	10
	Bucks Lights KFSP	10.7	11	11	10.4	10.0	10
	Cambridge Full Flavor KFSP	15.7	16	16	15.3	15.2	15
	Cambridge Full Flavor 100's 100FSP	15.5	16	16	15.0	15.1	15
	Cambridge Lights KFSP	10.8	11	11	10.4	10.2	10
	Cambridge Lights Menthol KFMSP	10.9	11	11	10.3	10.0	10
	Cambridge Lights 100's 100FSP	10.8	11	11	10.1	10.1	10
	Commander KNFSP	24.2	24	27	26.5	26.4	26
	Dave's Lights KFHP	11.1	11	11	N/A	10.2	10
	Marlboro 100's (gold package) 100FHP	16.0	16	16	15.4	14.9	15
	Marlboro 100's (red package) 100FHP	16.0	16	16	15.6	15.0	15
	Marlboro Lights Menthol KFMHP	10.1	10	10	9.2	9.4	9
	Marlboro Lights 100's Menthol 100FMHP	9.8	10	10	8.8	9.1	9
	Marlboro Lights 25's KFSP	10.8	11	11	10.2	10.3	10
#	Marlboro Medium KFHP	12.0	12	12	10.9	11.4	11
	Marlboro Medium 100's 100FHP	12.9	13	13	12.6	12.4	12
	Marlboro Medium 100's 100FSP	12.7	13	13	12.2	12.3	12
	Marlboro Ultra Lights 100FHP	5.8	6	6	5.3	5.3	5
*	Merit KFHP	7.8	8	8	7.3	7.4	7
*	Merit KFSP	7.7	8	8	7.4	7.2	7
*	Merit Menthol KFMSP	7.6	8	8	7.3	7.4	7
* #	Merit Ultra Lights KFSP	4.9	5	5	4.7	4.4	4
* #	Merit Ultra Lights Menthol KFMSP	5.1	5	5	4.4	4.3	4
* #	Merit Ultra Lights 100's 100FHP	5.9	6	6	5.2	5.4	5
	Parliament Lights KFSP	8.8	9	9	8.4	8.2	8
	Philip Morris International 100FHP	15.8	16	16	14.7	14.8	15
	Philip Morris International Menthol 100FMHP	16.1	16	16	15.3	13.8	14

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***Tar and nicotine printed on pack.**
#Retested.

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Table 4
TITL #38 Tar Data Lower Than PM Advertised Values

		PTL 1995 Year Average	Tar Specs	Advertised Tar	TITL Market Sample #37	TITL Market Sample #38	TITL Market Sample #38 Rounded
	Players RNFHP	20.4	21	24	23.0	23.0	23
	Players KFHP	11.7	12	12	11.8	11.3	11
	Players 100's 100FHP	13.4	14	14	12.7	12.9	13
	Players 100's Menthol 100FMHP	13.4	14	14	12.7	12.7	13
	Players Lights 25's KFSP	10.6	11	10	10.0	9.4	9
	Players Lights 25's 100's 100FSP	11.2	11	11	10.3	10.0	10
	Players Lights 25's 100's Menthol 100FMSP	10.8	11	11	10.7	9.5	10
	Virginia Slims Ultra Lights 100 100FHP	6.0	6	6	5.2	5.3	5
	Virginia Slims Ultra Lights 100 Menthol 100FMHP	5.8	6	6	5.0	5.4	5

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